

THINK You of El Paso and Vicinity

We are organizing the El Paso Life Insurance Company **HERE**. This is of especial interest **TO YOU**, whether you are so fortunate as to own stock in the company when organized or not. Past experience and the record of other companies teach that **HE IS FORTUNATE INDEED** who owns stock in any life insurance company. The fact that there are 159 companies organized and doing business in the United States and **NONE** of their stock is to be bought shows that there **IS A REASON**. Where can you find any life insurance stock for sale where the company is as much as three years old? You can find those who have stock in companies which are three years old and more, and they are **ALL** well pleased and will not sell this stock. Why? There are one or more reasons. Life insurance stock is generally considered to have **FOUR** essentials for its valuation.

First—It is stable, not a company in the United States having failed during the past 30 years, not since the various states have begun to enact laws governing insurance companies and their investments. There will never be another company to fail, because all the states are enacting laws so exacting in the government of **ALL** companies that there is no possibility of mistakes to be made.

Second—It is a long time investment with a minimum taxation. Texas taxes **ONLY** the net proceeds of Texas companies and the gross proceeds of outside companies, and grants a charter for 500 years to her home companies.

Third—It is an ever increasing investment because the premiums are **REPEATED EVERY YEAR**; thus giving the company a **REPEATED** as well as **INCREASING** business **EVERY** year—this **INSURES** an increased dividend and guarantees.

Fourth—An increasing volume of money which the **FINANCIER** is ever willing to pay a premium for the stock of which to control. As an example of this: The stock of the Equitable of New York is limited by its charter to 3-1-2 percent semi-annually, and yet the last report of a sale of any of its stock was \$72,000 for **ONE SHARE** (par value \$100) because each share controlled the avenue of investment for such a large amount of money. That company has but \$100,000 capital and yet it has \$479,900,419 in assets and an annual income of \$75,696,055 plus.

New York City, Newark, N. J., Hartford, Conn., and immediate vicinity receives over **TWO AND A HALF MILLION DOLLARS A DAY** in **INSURANCE** premiums for which **NOTHING** is given. Who pays this money? Practically everybody, your neighbor if not yourself. Do you know of **ANY** person who is living in those eastern states who is paying premiums to a company here or this section of the country? There are none. But there will be, for our Texas laws are considered to be the safest and at the same time our investments the most profitable. Other companies in other cities of Texas have done most excellently. You could not persuade those cities to give up these companies. Dallas has four companies with a capitalization of about \$800,000 and an income of probably a million and a half dollars per year, ever increasing every year. Fort Worth has two companies with a capitalization of a million and a half and an income of about half a million each year, increasing of course. Houston, two companies with a capitalization of two million dollars and an annual increase of three-fourths of a million now and increasing every year. Galveston, one company with an income of over a million dollars a year—almost doubling every year. Waco has three companies with a combined capitalization of a million dollars and an annual income of three-fourths of a million dollars now and increasing every year. Mt. Pelia, Vt. (with a population of 7000 in 1900), has one company with assets of \$47,488,473 and an income of nearly \$9,000,000. Where does it come from? Not from its 7000 population. Waco and Galveston are about the same population of El Paso and are **SEVEN TIMES** as large as Mt. Pelia, Vt., and yet El Paso with all this expanse of territory within the radius of San Antonio, Fort Worth, Los Angeles, Cal., and the City of Mexico, has but one little company lodged in the hills of New Mexico, three years ago—doing a nice little business, paying handsome dividends and **ALL** of its stockholders pleased. You cannot buy any life insurance stock that is as much as three years old for three for one—in most cases not for double that price. Where can you buy bank stock, trust company stock, railroad stock or real estate where the title is **SECURED** (none more secure than life insurance stock) and where the dividends are ever increasing and the stock so valuable as to increase 100 percent per year of its existence? **NOTHING** but life insurance stock shows this to be true.

El Paso should have a good strong life insurance company—one in which everybody has faith. Not one merely to furnish an avenue for investment for **RICH PEOPLE**. Rich people take stock in life insurance companies, yes, but to them it is an **INVESTMENT** pure and simple, and not to encourage business. Usually they accompany their subscription to same with a proxy for you to sign for them to vote **YOUR** shares. Proxies have been the means of Rockefeller controlling the Mutual Life of New York and Morgan controlling the New York Life.

The El Paso Life is being organized under the restrictive laws of Texas and in the broadest, most democratic way possible to get business. There is no effort being made to control the voting of the stock. It is to be for the greatest good to the greatest number—let it be **YOUR** (everybody's) company. In this way it will do more business and be a greater benefit to El Paso and this section of the country. Do you not realize that **EVERYWHERE** the El Paso Life is mentioned that the agents of this company must talk El Paso and vicinity, thus advertising **YOUR** property, boosting the Southwest? Then you should talk for the El Paso Life.

Remember, **ALL** companies being organized now in Texas must issue stock of the **SAME** valuation, viz., \$100 par value. If any more than that price be asked then it is at a premium.

The El Paso Life is being organized with a view to getting business and upon a plan tried and proved as successful. We desire to distribute the stock in as small blocks as possible where it will get business and help to get it in the future. The rich man who takes large blocks of stock takes very little if any insurance, and his name and money adds very much less influence than he thinks. What the company wants is business, not names. We want and expect the very best business men of El Paso and vicinity to take stock and to govern the company when organized, but we are taking no "proxies," so that any person or few may control. This is to be your company.

The company is capitalized for \$200,000, par value of each share \$100. We divided the stock up into five series of 400 each. The first series we sold for \$150—that is all sold out. We are now selling the second series at \$175, then the third series at \$200, then the fourth series at \$225, then the fifth series at \$250. By this means we create an ample surplus as well as raise the required capital. Very near all of the second series are sold, then the price advances to \$200.

We want good, reliable insurance agents of experience and acquaintance in this section of the country to take up our work, for they will better themselves and this section of the country by joining with us. We have many of experience now and want all we can get.

If you are interested as an investor or as an agent, call or address,

J. A. BORDEAUX & CO., Organizers,

Bell Phone 176

310-11-12 Guaranty Trust Building

MADE IN EL PASO GOODS ARE BEST

By Buying Them El Pasoans
Keep Money at Home and
Get Reliable Goods.

INSURANCE TO ADVERTISE CITY

There is a large crew of men at work in El Paso organizing various companies of different kinds and just now "Made in El Paso" investments are becoming quite well known.

About April first J. A. Bordeaux & Co. began organizing the El Paso Life Insurance Co., and this company has made public the fact that up to the present time it has already sold stock to over 100 people in El Paso and vicinity. The fact that the company is named "The El Paso Life Insurance company" insures that El Paso will be much talked of not only in the southwest, but wherever this company does business. At present this company has 40 agents employed who talk El Paso and El Paso Life Insurance company every day.

Mr. Bordeaux, who is at the head of this organization, is confident that the company will be ready to write insurance by the middle of September. At the expiration of the first year, he expects that the company will be carrying policies to the amount of at least \$1,000,000. His basis of figures upon what similar companies have done which did not have the field and conditions that are as favorable as in El Paso. The object of this company is to dispose of its stock in small blocks to men who will either take insurance in the company or interest their friends and neighbors.

Mr. Bordeaux has the credit of writing over \$2,000,000 worth of insurance in the state of Texas. For some time he was employed as executive special of the Equitable Life of New York.

President Dodge of the San Antonio Life was in the city this week and announced that his company, which began operations on the 17th of January, has policies to the amount of \$2,000,000 today.

By the organization of a local life insurance the organizers say that the vast amount of money which has been sent east will be kept at home and that they expect to bring eastern money into El Paso. This money will be kept and invested in the southwest.

\$7,000 TEA SHIP-

MENT ARRIVES HERE
The Western Coffee Co. received a carload of tea this week, which represents an investment of about \$7000. It was purchased in the orient and will be offered to the jobbing and retail merchants in the next few days. It is the first carload of tea that ever arrived in El Paso. The company also shipped a carload of coffee this week to Santa Rosa, N. M.

WILL GIVE EMPLOYEES

HOLIDAY THE FOURTH
The El Paso Refining Co., which employs about 25 people, and the Western Coffee Co., employing about 30 people, have announced that at the close of business this evening they will not reopen for business until Tuesday morning in order that all employees may enjoy a day's vacation on the Fourth.

SANTA FE OFFICERS HUNT FOR MISSING HEALTH SEEKER

New York Man Cuts Label From
Clothes, Leaves Empty Bottle Which
Had Contained Poison.

Santa Fe, N. M., July 2.—The finding of an empty bottle marked poison, which it is known was thrown away by H. T. D'Albert, of New York, who disappeared mysteriously from the Claire hotel on June 12, leaving his baggage but carefully cutting out all labels and names from the clothes he left, seems to be the first intimation of what might have become of the young man, who was a health seeker.

D'Albert had asked for a drink of water at the lodge of the National cemetery outside of the city limits on the afternoon of June 12. He poured the contents of the bottle found today into the water and after drinking, struck out for the foothills, where it is feared that death overtook him. The mounted police are working on the mystery.

OROGRANDE MERCHANT RETURNS TO KANSAS; GENERAL NEWS

Orogrande, N. M., July 2.—Frank Dawson, who for several years has operated the largest general store here, is preparing to move to Goodland, Kansas. Mrs. Dawson and daughter, Nets, have already gone. Mr. Dawson is returning to Goodland, from which point he came when locating in Orogrande. C. K. Hartley, a merchant here, bought Mr. Dawson's stock of groceries and hardware and has enlarged his store capacity to take care of the increased stock.

Bruce Cawley, connected with the Three Bear Mining company in the Organ mountains, has gone to New York for a visit with his parents and friends. Mr. Cawley states that the main shaft is now about 140 feet deep.

The Orogrande Social club met with Mr. and Mrs. Bates. The program included the game of 500 and other features.

Senator Platt and Gov. Fort On Osteopathy

(From New York Life).
History Repeats Itself.
Governor Fort, in refusing to help the New Jersey Medical society drive out the osteopaths, said to one of the doctors: "The gentleman who has just spoken has himself told me that he has had patients whom he sent to osteopaths for treatment. His own wife is one of them. I am another. When I had a broken rib last year Dr. Schauffler himself advised me to consult an osteopath."

This recalls senator Platt's reply to the New York doctors when his aid was implored to prevent the osteopaths from practicing in this state:

"Why, gentlemen, as osteopathy cured me when everything else failed and I still depend on it, I might seem ungrateful if I drove them out of business."



MADE IN EL PASO

To The Housewife: We are now prepared to offer you our PRESIDENT BRANDS OF Pure Ground Spices AND UNEXCELLED TEA

We are operating the only Spice Mill in the Southwest and all our Spices are ground from absolutely pure, clean and high grade stock. No substitutes or "fillers" are used by us and in the grinding and packing the utmost care is exercised.

PRESIDENT SPICES

Are packed in 2 oz. and 4 oz. sifting top canisters.

PRESIDENT TEAS

Are packed from carefully selected, earliest crop of young, tender leaves that are selected for their pleasing fragrance, delicate flavor and purity.

All Tea packed under this brand is selected by a special representative stationed in the Orient. Selections are made by cup merit only and nothing but the highest qualities are considered.

Packed under the most rigid sanitary and hygienic conditions, in 1-4, 1-2 and 1 pound airtight canisters.

PRESIDENT TEA,

THE TEA OF QUALITY, is packed in the following varieties: Spider Leg Japan, English Breakfast, Ceylon, Ceylon and India, Oolong, Gunpowder, Unexcelled, Mixed.

IF YOUR DEALER CANNOT SUPPLY YOU
With President Spices and Teas notify us and
we will see that your wants are supplied.

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WESTERN COFFEE CO.**

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and there is no brand of vegetable
lard that is not superior in every
conceivable way to the animal pro-
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Made from delicious salad oil

If you are a believer in pure food, health and
progressiveness a trial will convince you

Costs Less and Goes Farther

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